

Dates to remember

September 25, 2:00-3:00 PM	Writing Effective Press Releases
October 2, 1:00-3:30 PM	Get Your Plan On: Introduction to Strategic Library Planning
October 16, 10:00 AM-5:00 PM	The Digital Shift: Re-Inventing Libraries (Free!)

Note the [WVLC Continuing Education Calendar](#) for more information.

Geek the Library: Off and running in WV

Geek the Library is underway! Thirty-eight West Virginia libraries are participating in the campaign so far:

- Belington Public Library
- Center Point Outpost Library
- Clarksburg-Harrison Public Library
- Craft Memorial Library
- Doddridge County Public Library
- Dora B. Woodyard Memorial Library
- Five Rivers Public library
- Fort Ashby Public Library
- Hamlin-Lincoln County Public Library
- Hampshire County Public Library
- Jackson County Public Library – Ravenswood Branch
- Jackson County Public Library – Ripley (Main Office)
- Louis Bennett Public Library
- Lowe Public Library
- Martinsburg-Berkeley County Public Libraries - Main Library
- Martinsburg-Berkeley County Public Libraries - Musselman-South Berkeley Community Library
- Martinsburg-Berkeley County Public Libraries - Naylor Memorial Public Library
- Martinsburg-Berkeley County Public Libraries - North Berkeley Public Library
- McDowell Public Library
- McDowell Public Library - Bradshaw Public Library
- McDowell Public Library - Iaeger Public Library
- McDowell Public Library - Northfork Public Library
- Philippi Public Library
- Raleigh County Public Library - Main Library
- Raleigh County Public Library – Marsh Fork Branch Library
- Raleigh County Public Library – Shady Spring Branch Library
- Raleigh County Public Library – Sophia Branch Library
- South Charleston Public Library
- Southern Area Public Library
- Tyler County Public Library

- Upshur County Public Library
- Summers County Public Library
- War Public Library
- West Virginia Library Commission State Library Services
- Wyoming County Public Library - Hanover Public Library
- Wyoming County Public Library - Mullens Area Public Library
- Wyoming County Public Library - Oceana Public Library
- Wyoming County Public Library - Pineville Public Library

Get your Geek on

By Karen Goff, WVLC Secretary

Have you signed up for **Geek the Library** yet? If not, please do it today and join libraries across the state and throughout the country that are using this public relations campaign to shine a spotlight on libraries. My goals are:

1. Every library signed up before the WVLA conference begins on October 9
2. Every library in the state promoting itself using this same message
3. Every state and local official, every library user, every library non-user seeing **Geek the Library** shirts, bags, signs, and posters many, many times between now and April
4. Every display at WVLA Legislative Day speaking with one voice **Geek the Library!**

There are endless possibilities but first you have to sign-up. When you do, the campaign will ship pamphlets, bumper stickers, tee shirts, banners, table skirts and more to your library for free. You then create your own Geek the Library event – in your library, in the community or in both. A great strategy is to go where you're least expected – to a farmer's market, for example – or one of those Saturday morning soccer games.

Across the country, in large libraries and small ones, Geek the Library is raising awareness about what libraries offer. In Lost Creek, WV, a community of a little over 500, the Southern Area Public Library is enthusiastically implementing the program. In fact, it was Mary Stenger, Director of this library who encouraged me to promote it statewide.

What do you geek? To geek (as a verb) is to express what you're interested in, what moves you. Our response as librarians is that libraries can assist you with whatever you geek. I geek horses, to give you a personal example, and when I want to learn more about them, I go to the library.

So "Get Your Geek On." Go to get.geekthelibrary.org and sign up. Watch for ideas and success stories in *Library Lookout* and on *Library Update*.



HeritageQuest Online trial for libraries

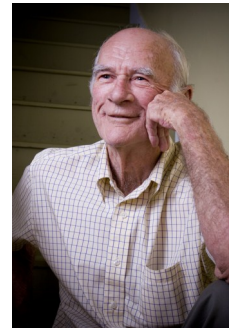
WVLC has arranged a free trial of HeritageQuest® Online, a comprehensive treasury of American genealogical sources that is rich in primary sources, local and family histories and finding aids. The system offers a collection of genealogical and historical sources dating back to the 1700s that can help people find their ancestors and discover a place's past.

The trial, which ends October 6, is available on the [HeritageQuest website](#). Once there, click the *Heritage Quest Online* link and you will be taken into the site without a password.

Please do not use the contact information found on the site during the trial period. If you would like more information on the service, contact [Susan Hayden](#), Adult Services Consultant, WVLC.

A [HeritageQuest® Online Lib Guide](#) is available with training videos and other information.

Please collect staff opinions and patrons' comments about the product and send them to [Susan Hayden](#).



WVLA Conference Events for Trustees

The [West Virginia Library Association's 2013 Conference](#) in Shepherdstown will be particularly valuable for trustees and friends. (Registration is now open on the [WVLA website](#).) Note these sessions:

- **Library of the Future; Trustees/Public/Friends; Wednesday, October 9, 2:30–3:30 PM.** Peggy Cadigan, a member of the Association of Professional Futurists and Library Development Director of New Jersey State Library, will discuss the public library of the future, examining roles the library will play and outcomes we can look forward to.
- **Speaking for your Library; Trustees/Public/Friends; Wednesday, October 9, 3:45–4:45 PM.** Pat Tumulty, Executive Director of the New Jersey Library Association and head of ALA's Advocacy Committee, will discuss how to get your message across.
- **Listening to Your Community; Trustees/Publics/Friends; Thursday, October 10, 9:00–10:00 AM.** This program is designed to lead library administrators and trustees to obtain more community involvement for library planning. This hour-long program will be based on the current national public library planning module (Planning for Results) but will give much more emphasis to the community involvement portion of the planning process. Susan Hoskins, WVLC Planning and Programs Consultant.
- **Trustee Academy 1; Trustees; Thursday, October 10, 9:00–10:00 AM.** Trustees will be shown the first Installment of Trustee Academy from the West Virginia Library Commission, discussing the roles of the Board Member and the history of libraries and library boards of governance. John Paul Myrick, WVLC Director of Library Development.
- **Trustee Academy 2 and 3; Trustees; Thursday, October, 10:30–12:30 PM.** Session 2: Trustees will be shown the second installment of Trustee Academy from the WV Library Commission, covering applicable laws and policies trustees must abide by. Session 3: Trustees will be shown the third installment of Trustee Academy from the WV Library Commission, training trustees in hiring and evaluating the library director and the proper roles and duties of the trustee and the director. John Paul Myrick, WVLC Director of Library Development.
- **Communicating with your elected officials; Trustees/Friends/Public; Thursday, October, 1:30–2:30 PM.** J.D Waggoner, retired Executive Secretary of the West Virginia Library Commission, at his most entertaining and knowledgeable, will give an overview of where we are with public library legislative issues, where we want to be and how we can get there. It will be followed by a session on the ins



and outs of getting what you want from your city, county, state or national representatives.

- **Communicating with your elected officials continued; Friday, October 11, 3:15-4:15 PM.**
- **501(c)3; Trustees and Friends; Friday, October 11, 9:15 – 10:15 AM.** Repeat of the very informative program from Spring Fling 2013 on the ins and outs of obtaining 501(c)3 status for your non-profit.

WV Library news

- **Karen Boggess** has announced that she will retire from the [Nitro Library](#) on November 29.
- **Mary Stenger**, Director of the [Southern Area Library](#), Lost Creek, WV, will be a guest on “N Compass Live,” a [television show produced by the Nebraska Library Commission](#). The show will air in October.
- The [Parkersburg & Wood County Public Library](#) is celebrating the 60th anniversary of *Fahrenheit 451* on October 19, according to Director **Brian Raitz**. The project is part of The Big Read, a program of the National Endowment for the Arts, designed to revitalize the role of literature in American culture and to encourage citizens to read for pleasure and enlightenment. The library began its celebration with a “book burning” and hotdog cookout on September 13, with free copies of *Fahrenheit 451* available. The library will show the movie version of the book on October 12 with a discussion to follow.
- **Library card is most important item for returning to school.** In observance of September as National Library Card Sign-up Month, [Wyoming County Public Libraries](#)’ staff are urging everyone to obtain a library card. A library card is the most important school supply of all, according to **Laura Mellon**, Oceana Branch Manager. “Owning a library card provides students the resources they need to compete academically,” she explained. “Most public libraries (89.6 percent) provide students free access to databases of news articles, encyclopedias and test preparation materials, as well as homework help and resources.” Read more at the [The Register-Herald](#).
- **From Brownfield to Green Space.** **Hali Taylor**, Director of the [Shepherdstown Public Library](#), reports that the development of the new library sight is proceeding. “The final load of contaminated dirt, trash, scrap, and other miscellaneous junk was hauled from the new library site earlier this month. Triad surveyors will now begin preparing grids for the post-cleanup soil sampling. Once the positive results are in, the site will be graded, grass seed will be planted, and the former brownfield site will officially become green space . . . Not only will this project be done on time, but we also anticipate it will be completed significantly under budget . . .”

Join the national conversation about mental health

Libraries across the country are invited to join a national conversation about mental health over the coming months. The dialogues will bring people together at large forums, in small-group discussions, in city-wide deliberations and online. Launched at the White House in early June, the [Creating Community Solutions](#) conversation intends to increase understanding and awareness about mental health, with a particular focus on young people. The American Library Association [Center for Civic Life](#) is partnering on this initiative with numerous other civic groups.

According to the Creating Community Solutions partnership, “Mental health problems affect nearly every family. Yet



as a nation, we have too often struggled to have an open and honest conversation about these issues. Misperceptions, fears of social consequences, discomfort associated with talking about these issues with others, and discrimination all tend to keep people silent. Meanwhile, if they get help, most people with mental illnesses can and do recover and lead happy, productive, and full lives.”

The Creating Community Conversation public engagement partners have developed a number of tools to help individuals and organizations plan and convene mental health community conversations. These tools can help get the public talking about mental health concerns, find innovative solutions; and develop steps for communities to address local needs. Included in the Toolkit are:

- an Information Brief in [English](#) (PDF) and [Spanish](#) (PDF) that includes background about mental health;
- a [Discussion Guide](#) (PDF) for use by those convening community conversations; and
- a [Planning Guide](#) (PDF) that describes ways for people to conduct conversations and take steps to raise awareness and make a difference in their communities.

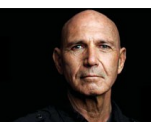
Webinars and Training

- **What Not to Weed: Best Practices in Weeding Library Collections; from ALA; October 3, 2:00 PM.** Weeding library collections can be a tricky task. What stays? What goes? Booklist Reference and Collection Management editor Rebecca Vnuk will discuss various pitfalls to avoid, and how to manage public perception. She'll be joined by Lindsey Dorfman, Director of Youth Services, Lisle (IL) Library District, who will show some before-and-after shots of a recent weeding project, and Nancy Kerr, Valencia Branch Manager, City of Santa Clarita (CA) Public Library, who will talk about weeding in adult collections. Can't make the date? [Register](#) anyway so a link to the video archive of this webinar can be emailed to you after the event. **The webinar is free.**
- **Branding for Organizations (Live Online); from Lyrisis; Wednesday & Thursday, October 9 and 10, 2:00-4:00 PM.** What are the five things, ideas, emotions, or concepts that represent you best? Now, if you were to ask someone else what five they would choose for you, would they be the same? This is the core concept in organizational and personal branding – matching your intended impression with the perceived perception of others. Learn how to assess, improve and shape your brand, or else you may find that it has already been shaped for you, and not necessarily in the way that you had intended. Fee: \$200 for members, \$275 for non-members (Note that WV Public Libraries can attend this workshop at member rates through WVLC's membership in Lyrisis. For more [information, contact Lyrisis to register](#). The webinar is approved for WVLC CE Credit. – John Paul Myrick, Director of Library Development, WVLC).
- **Fundamentals of Collection Assessment, Session 4; from ALCTS; October 21 – November 29.** This six-week online course introduces the fundamental aspects of collection assessment in libraries. The course is designed for those who are responsible for or interested in collection assessment in all types and sizes of libraries. This fundamentals course will appeal to anyone interested in the topic with no previous experience. Registration is \$109 for ALCTS members and \$139 for non-members. [Course details](#)



[and registration information](#) are available online. For questions about registration, contact ALA Registration by calling 1-800-545-2433 and press 5 or email registration@ala.org.

- **Let's Get Ready to MOOC: Why Libraries Should Care; from ALCTS; September 25, 2:00 PM.** Massive Open Online Courses (MOOCs) are sweeping the country and librarians are watching this development carefully. This series of four webinars will help librarians gain an understanding of the complexity of the MOOC “movement,” learn how to support students and faculty engaged with MOOCs, become familiar with the copyright and intellectual property requirements in relation to MOOCs, and hear what the future may hold for MOOCs. The first webinar (September 25) will be presented by Mike Eisenberg, dean emeritus and professor, University of Washington Information School, who will set the stage by examining the origins of online learning and explaining why MOOCs continue to thoroughly capture the imagination of students, educators, and administrators. Single Webinar Registration Fees: \$43 for ALCTS members and \$59 for non-members. For additional information and access to registrations links, [visit the conference website](#). For questions about registration, contact ALA Registration by calling 1-800-545-2433 and press 5 or email registration@ala.org.
- **Library Security: The Basics and Beyond; from LLAMA; October 23, 2:30-4:00 PM.** This webinar will provide the knowledge and skills necessary to manage threatening situations in the library. Discussion will address theoretical concepts, behavior policies, working with local law enforcement both in and out of the library, library banning policies, staff communication tools and assessment for dangerous behavior. Strategies for avoiding threatening behaviors will be reviewed. [Registration](#) is \$49 for LLAMA members and \$59 for non-LLAMA members. For questions about the webinar, [contact Fred Reuland](#) of the Library Leadership and Management Association.
- **Floating Collection: How It Can Work in a Large, Multi-campus, Academic Library; from ALCTS; October 3, 2:00 PM.** A floating collection is a group of items not housed permanently at one specific library, but instead shelved in the library where they were most recently discharged. This webinar will discuss the challenges of making a floating collection feasible within a multi-campus environment. Issues such as deciding which books should float, evaluating shelf space and adapting the concept to the ILS, as well as the discovery of unintended benefits, will be shared. The webinar is \$43 for ALCTS members and \$59 for non-members. Registration information is available on the [ALCTS website](#).
- **Web Design Basics for Librarians; from ALA; a 4-week eCourse beginning Monday, October 7.** With basic HTML coding skills you can add links to press releases, customize a Facebook page, or update your library's website. Kovacs, an experienced web designer and online instructor, will demonstrate how to design attractive, clear, and accessible webpages and give you the foundation for learning more. The course is \$175. [Visit the ALA website](#) to learn more.



ALA 2014 Scholarship application now available

The American Library Association (ALA) has more than \$300,000 for students who are studying library science or school library media at the master's degree level. Scholar-ships typically range from \$1,500 to \$7,000 per student per year. The [application and instructions are available online](#). The application deadline is March 1, 2014. The scholarship process is open annually from September through March. For more information, [visit the ALA website](#) or call the ALA Scholarship Clearinghouse at (800) 545-2433, ext. 4279.

Applications sought for \$5,000 Carnegie-Whitney Award

The American Library Association Publishing Committee will provide grants of up to \$5,000 for the preparation of print or electronic reading lists, indexes or other guides to library resources that promote reading or the use of library resources at any type of library.

Funded projects have ranged from popular, general-reader proposals such as "ReadMOre," a reading list for Missouri's state-wide reading program, to more specialized, scholarly proposals such as "Librarianship and Information Science in the Islamic World, 1966-1999: An Annotated Bibliography."

Applications must be received by November 1. Recipients will be notified by the end of February, 2014.

For more information and guidelines, visit the [ALA Publishing Committee website](#) or contact [Mary Jo Bolduc](#), Grant Administrator, American Library Association, 50 E. Huron Street, Chicago, IL 60611; Fax (312) 280-5275.

Apply to win \$3,000 to promote your library

Libraries seeking to share their stories and raise public awareness are encouraged to apply for the 2014 Scholastic Library Publishing National Library Week Grant. The library that develops the best public awareness campaign using the National Library Week theme will be awarded \$3,000 to promote its library and library services.

All proposals must use the 2014 National Library Week theme, Lives change @ your library, which incorporates the Campaign for America's Libraries' @ your library brand, on any and all promotional and publicity material supporting National Library Week activities. Guidelines for using the brand are available on the campaign website.

The grant is sponsored by Scholastic Library Publishing, a division of Scholastic, and is administered by the Public Awareness Committee of the American Library Association (ALA). This year's application deadline is November 8. National Library Week is April 13-19, 2014.

A grant application form and guidelines are available on the [Scholastic Library Publishing National Library Week Grant website](#). For more information from the Campaign for America's Libraries, contact Campaign Coordinator, Megan McFarlane via telephone at (800) 545-2433, ext. 2148, or by email at mmcfarlane@ala.org.

The winner will be notified and announced following the 2014 ALA Midwinter Meeting in Philadelphia. Last year's [winning application \(PDF\)](#) from Salinas (CA) Public Library is available on the grant website.



Library HR conference in Philadelphia

The inaugural conference of the Library Human Resources Management Association (LHRMA), a new independent library association dedicated to the work of the men and women responsible to this important administrative function, will take place on Monday, October 7 in Philadelphia. If you are involved in managing staff, recruiting, retention, staff development, or other HR functions, consider attending. For more information, visit the [conference website](#) or contact [LHRMA via email](#).

AASL13's One Book, One Conference gets the right things done

The [American Association of School Librarians](#) (AASL) national conference committee has named "18 Minutes: Find Your Focus, Master Distraction, and Get the Right Things Done" as the [One Book, One Conference](#) read for the [AASL 16th National Conference & Exhibition](#). Written by closing general session speaker, Peter Bregman, the book outlines a three-step process for prioritizing a 9-hour workday which takes only 18 minutes.

"I wrote '18 Minutes' because I needed '18 Minutes,'" Bregman writes on his website. "I wrote it so I could figure out how I could cut through all the daily clutter and distractions and finally find a way to focus on – and move forward in – those key items which are truly the top priorities in my life."



The One Book, One Conference in-person discussion will take place during national conference in Hartford, CT on Friday, November. In addition, AASL President-Elect and National Conference Co-Chair Terri Grief will lead an online discussion via the AASL conference Ning. "School librarians are busier now than ever before," said Grief. "Bregman's book will help us minimize distractions and get to doing the work that is important to us."

The AASL national conference is the only national conference dedicated solely to the needs of school librarians and their roles as educational leaders. The 16th National Conference & Exhibition, "Rising to the Challenge," taking place November 14–17, in Hartford, CT, will feature preconference workshops, concurrent sessions and an exhibition featuring companies relevant to the school library profession.

Mark your calendars for Money Smart Week @ your library, April 5-12, 2014

Join the hundreds of libraries in WV and across the country next spring to provide programs for all ages, and all stages of life, related to personal financial literacy. 'Money Smart Week @ your library' is a partnership initiative between the American Library Association and the Federal Reserve Bank of Chicago that expands [Money Smart Week®](#)

Libraries partner with community groups, financial institutions, government agencies,



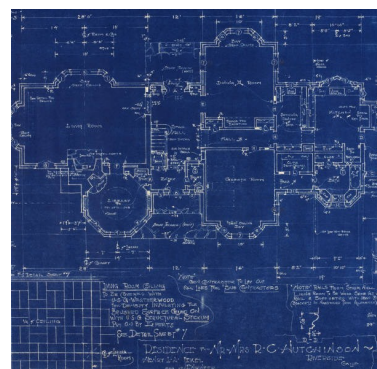
educational organizations, and other financial experts to help consumers learn to better manage their personal finances. General topic areas range from 'Credit and Debt Management' to 'Kid's and Money' to 'Retirement Planning' to 'Savvy Shopping and Bargain Hunting.'

ALA and the Federal Reserve provide you with a wealth of resources and tools to make it easy for you to participate. So get Money Smart Week @ your library on your libraries calendar for April 5-12, 2014, and make sure to sign up for the soon to be announced October webinar, which will provide great examples from librarians whose libraries have participated and benefited from providing financial literacy programming in their community.

Library Journal architectural questionnaires

The *Library Journal* is seeking information for an upcoming architectural issue. Please respond to the questionnaires if you are currently planning or undertaking construction, or if you have successfully passed a levy for your library last fiscal year. The deadline for submissions is Monday, September 23.

One questionnaire covers new builds and renovations or additions completed between July 1, 2012 and June 30, 2013 for [public libraries](#) and [academic libraries](#). A second questionnaire addresses [whether your community held a public referendum](#) to finance either the operation or capital improvements of a public library building from December 1, 2012 to November 30, 2013.



Opportunity: How Does Your Library Use Federal Funding?

If your library uses federal funding to provide robust library services, the American Library Association's Washington Office wants to hear from you. The ALA Washington Office is producing a series of videos that will educate legislators and policymakers about the benefits of federal funding programs, such as the [Library Services and Technology Act](#).

The ALA Washington Office is seeking unedited video footage showcasing innovative and effective library services funded by federal program dollars. Examples of federally-funded services include:

- Assistive devices for people with disabilities
- Computer literacy programs, and new equipment
- Digital content collections (including e-books)
- E-government services
- Family literacy classes
- Homework help and mentoring programs
- Internet Access
- Job assistance

The ALA Washington Office would also like to see footage from library patrons who have been helped by innovative federally-funded library services (if permission has been granted by interview subjects). The Washington Office expects to release the videos during the 2014 [National Library Legislative Day](#).

The deadline to submit video is November 15. Please send all videos to ALA Washington Press Officer Jazzy Wright at jwright@alawash.org.

Affrilachia selected for One Book, One West Virginia

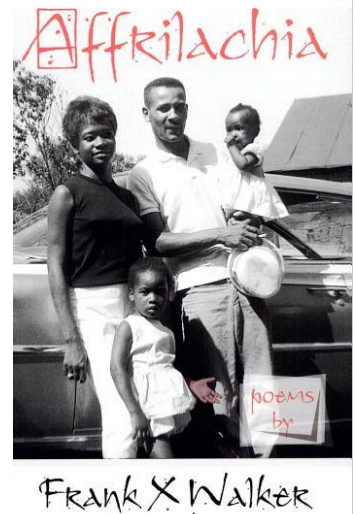
The **WV Center for the Book** announces that the 2013 **One Book, One West Virginia** title is *Affrilachia* by Frank X Walker, current Kentucky State Poet Laureate.

Imagine if everyone in West Virginia read the same great book at the same time.... What a conversation we could have. That is the concept behind the One Book, One West Virginia.

Affrilachia is Walker's groundbreaking first collection of poems, now in its eighth printing.

"The poems in *Affrilachia* are funny and sad, tragic and hopeful, angry and determined, and as filled with generosity and love as poetry by any American writer in a generation. This book is powerful and beautiful. It is honest and true..." Guernsey Norman, author of *Kin-folks and Divine Right's Trip*, Kentucky State Poet Laureate, 2009-2010.

More information is [available online](#).



Library Lookout

Published biweekly by the
Library Development Division
West Virginia Library Commission
Culture Center, 1900 Kanawha
Boulevard, East
Charleston WV 25305

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Funding for West Virginia Library Commission programs and services, including this newsletter, is provided by the State of West Virginia. Funding for this newsletter is also provided by the U.S. Institute for Museum and Library Services under the provisions of the Grant to States Program as administered by the West Virginia Library Commission.

